

Make the Retail Banking Customer Experience Easy with Actian

With automation across disparate apps, data, and channels, Actian builds mission-critical solutions that customers trust. Retail banking leaders can instantly access REAL real-time data and identify potential risks to make the most informed business decisions confidently.

Whether or not they know it, retail banking customers have increasingly become accustomed to receiving personalized digital experiences based on specific preferences and needs. They may even expect these tailored experiences. To try to deliver on the promise of exceptional service at this level, retail banks rely on snapshot views of each customer's data. There's a catch. Manually collecting and analyzing this level of information is error-prone and time-consuming and doesn't provide the 360-degree view of the customer that's needed to optimize the customer experience.

How Actian Improves The Customer Experience

Augmented data management reduces the reliance on analysts to perform repetitive and routine data management tasks. According to Gartner, this will happen by 2023. The shift will free up to 20% of these professionals' time for collaboration, training, and high-value analytics tasks. Retail banks that automate insights can imagine and deliver the most impactful experience for each customer in real time. With Actian, retail banks have a fully-managed hybrid cloud data platform that uses data to drive customer loyalty. And if they do this effectively – they nurture customers to become lifelong customers.



Business Benefits

Actian makes it simple for customers to connect, manage, and analyze their data. Retail banks will realize significant business benefits, including the ability to:

-  Use a data-first strategy for customers
-  Make faster and more effective business decisions using data insights
-  Streamline and improve risk management
-  Strengthen customer loyalty
-  Improve customer engagement through personalized experiences
-  Reduce fraud through prevention, early detection, and mitigation
-  Protect customer and employee data proactively
-  Increase the lifetime value of each customer by better understanding the customer's needs through data unification

Exploring Retail Banking Solutions With Actian

Actian's solutions for financial services allow organizations to modernize and optimize their operations no matter where they are in their digital transformation journey. The following four solutions illustrate how retail banks provide REAL real-time customer insights that create personalized experiences:

Risk Analysis and Management

By using AI/ML with real-time connected data from disparate customer, business partner, and government sources, retail banks can determine whether to approve loans or lines of credit. Banks can also use data to help optimize investment portfolios.

Fraud Detection and Prevention

Banks must access the most up-to-date data for fraud detection and prevention, including new data sources from mobile, IoT, and third-party sources. An **edge-to-cloud data platform** brings cloud data retrieval and analysis to all an organization's applications and data.

Next-generation Mobile Banking and Wealth Management

Your bank can analyze contact center data to optimize customer experiences across devices and channels and deliver the very best service to high-net worth individuals.

Customer 360

Banks can grow revenue and improve customer experiences by bringing together data from enterprise systems, third-party data sources, and SaaS applications. By aggregating and unifying customer interactions across touchpoints, you can maximize lifetime customer value through personalized offers and experiences.

Ready to create customer experiences that drive lifelong loyalty to your bank? Make data easy for your business today as you build for your future.

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